

**Abstract of Disclosure:**

A system for influencing a web consumer to keep a branded computer input device that has a hardwired or pre-programmable switch that directs the web consumer to a specific web site that is operated by the sponsor of the computer input device, thereby influencing the web consumer to continue to access the web site of the sponsor when the owner is seeking goods or services provided by the sponsor, and wherein the computer input device can provide any combination of web navigation, computer input ports, enabling of e-commerce, voice-over-IP telephonic communication, and audio reproduction.